

Message Text

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FM SECSTATE WASHDC
TO AMEMBASSY WELLINGTON PRIORITY
INFO AMCONSUL AUCKLAND PRIORITY
AMEMBASSY CANBERRA PRIORITY
AMCONSUL SYDNEY PRIORITY

UNCLAS STATE 010453

E.O. 11652: N/A

TAGS:BEXP, NZ, AS

SUBJECT: AM-TECH '78. LOCAL PARTICIPANT RECRUITMENT

REF: (A) WELLINGTON 00057 (NOTAL SYDNEY), (B) STATE 302106,
(C) WELLINGTON 5876 (PARAS 9, 10, 12)

1. SUGGEST ALL AM-TECH '78 CABLES NOW BE ACTION/INFO SYDNEY, IN ADDITION TO WASHINGTON.
2. RE PARA (1) REF A, PRINT PACKAGE FOR AM-TECH '78 KIT MATERIALS WILL BE SUBMITTED TO USDOC PUBLICATIONS OFFICE O/A JANUARY 11, 1978. ESTIMATE KIT READY FOR MAILING TWO/THREE WEEKS. FIFTY KITS WILL BE AIR POUCHED TO POST WHEN UNCLASSIFIED

UNCLASSIFIED

PAGE 02 STATE 010453

RECEIVED FROM PRINT SHOP. PLEASE ADVISE IF ADDITIONAL AMOUNTS REQUIRED. TODAY WE AIR MAILING TO WELLINGTON COPY OF DRAFT KIT WHICH WE WILL UTILIZE IN OUR PROCUREMENT EFFORTS. LETTER OF INVITATION WILL STATE AM-TECH '78 EVENT QUOTE A PREMIER EXHIBITION OF U.S. TECHNOLOGY IN THE FIELDS OF BUSINESS EQUIPMENT, COMPUTERS, AND HEALTH CARE EQUIPMENT TO BE HELD IN WELLINGTON, NEW ZEALAND, JULY 24-28, 1978

UNQUOTE. THE JULY 1977 CONDITIONS OF PARTICIPATION FOR EXHIBITIONS AT U.S. TRADE CENTERS APPLY TO THIS EVENT.

3. RE PARA (2) REF A, AS INDICATED IN REF B, PARA (2) PARTICIPATION FEES ESTABLISHED FOR THIS EVENT ARE U.S. NINE HUNDRED DOLLARS NTM, AND U.S. TWO THOUSAND DOLLARS OTM, WHICH WE UNDERSTAND ARE PAR WITH THE NEW ZEALAND DOLLAR AT THE TIME PROCUREMENT COMMENCES. PARTICIPATION FEE DOES NOT FLUCTUATE WITH FLOAT. INCREMENTAL FEES OVER AND ABOVE THE BASIC 3X4 METER BOOTH WILL BE SUBJECT SEPTTEL.

4. INSTRUCTIONS FOR LOCAL PROCUREMENT. RE PARA (4) REF A, THE 80 PERCENT/20 PERCENT RULE IS THE BASIS FOR OIM BUDGETARY PREPARATION. IT IS ALSO AN EVENT PARTICIPANT GOAL THAT IDEALLY WE WOULD WISH TO ACHIEVE. HOWEVER, INSPITE OF THE 80/20 MIX, WE CANNOT EXCLUDE OTM FIRMS FROM PARTICIPATING IN OUR EVENTS THUS, THE 80/20 MIX IS SOMEWHAT FLEXIBLE. WE WISH, TO HAVE AS MANY NTM FIRMS PARTICIPATING AS REALISTICALLY POSSIBLE BUT NOT TO THE EXCLUSION OF OTM FIRMS. THE POST, THEREFORE, CAN RECRUIT AS MANY OTM FIRMS AS ARE WILLING TO SIGN THE PARTICIPATION AGREEMENT. WE ENVISAGE THE AM-TECH '78 EVENT AS A 30 PLUS PARTICIPANT SHOW WITH THREE PRODUCT THEMES - BUSINESS EQUIPMENT, COMPUTERS, AND HEALTH CARE EQUIPMENT. HOPEFULLY, WE CAN RECRUIT 10 PARTICIPANTS IN EACH THEME UNCLASSIFIED

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PAGE 03 STATE 010453

CATEGORY TO GIVE US A WELL BALANCED PRESENTATION. YOU SHOULD NOW COMMENCE TO ADVISE PROJECT MANAGER HARRY STRINGER PROMPTLY WHEN A PARTICIPATION AGREEMENT (PA) IS RECEIVED. STRINGER WILL ALSO KEEP POST AND I.M.C. INFORMED OF P.A.S RECEIVED IN WASHINGTON AND WILL CABLE TO POST AND I.M.C. WEEKLY PROGRESS REPORT. STRINGER WILL PRIMARILY FOCUS ON RECRUITING NTM FIRMS FOR THIS EVENT. HOWEVER, PARTICIPANTS WILL BE SELECTED ON A FIRST-COME FIRST-SERVED BASIS BASED ON RECEIPT OF A P.A. AND CHECK REGARDLESS IF THEY ARE NTM OR OTM. WE PLAN TO CLOSE WASHINGTON SOLICITATION APRIL 24, 1978 OR, HOPEFULLY, EARLIER IF WELLINGTON/WASHINGTON RECRUITMENT EFFORTS RESULT IN SELLING OUT ALL AVAILABLE SPACE BEFORE THAT DATE.

5. RE PARA (5) REF A. USDOC UNABLE TO GRANT WAIVER RE PRODUCT CONTENT THIS EXHIBITION. PROCUREMENT OF AM-TECH '78 GOVERNED BY JULY 1977 CONDITIONS OF PARTICIPATION WHICH STATE PAGE 3 SELECTION B: THE PARTICIPANT AGREES TO THE FOLLOWING: 1. TO PROVIDE SALEABLE EQUIPMENT FOR DISPLAY AND PROMOTION THAT IS BOTH LABELED AND MARKED UNDER THE NAME OF A U.S. FIRM AND, IF

ASSEMBLE OUTSIDE THE UNITED STATES, MUST
CONTAIN U.S. ORIGIN PARTS AND COMPONENTS REPRESENTING AT
LEAST 51 PERCENT OF THE VALUE OF THE FINISHED PRODUCT
UNQUOTE. WE HAVE DISCUSSED THE ISSUE RAISED IN PARA (5)
REF A. WITH THE HIGHEST APPROPRIATE AUTHORITY WITHIN THE

COMMERCE DEPARTMENT AND IT WAS DETERMINED THAT THE 51
PERCENT PROVISIO CANNOT BE WAIVED.

6. PLEASE ADVISE IF THERE IS ANY OUTSTANDING
INFORMATION WASHINGTON NEEDS TO SUPPLY. CHRISTOPHER

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